



Foundation

Activity Challenge

WEEK 5



MEGASTORE CHALLENGE

Create a product for the Manchester United Megastore!

Create a product for the Manchester United Megastore



Your challenge is to create a new product that can be sold in Manchester United's Megastore. As part of this challenge you will need to carry out research, create a product, consider finances and advertising and describe how you will launch your product.

1. Research

Before you start on your new idea, think about what you already know about the Manchester United Megastore. If you have been yourself, you can draw on your own experience, or you may have to research online or ask a friend or family member as part of your research.

Use the box below to write down everything from look and feel of the store, to the products it currently sells.

Now start to think about new product ideas; these can be products that you would really like to be sold in the Megastore or even things that have not been invented yet. Be as creative as you like.

**USE THE BOXES
PROVIDED OR A
BLANK PIECE OF
PAPER IF YOU RUN
OUT OF ROOM**

Some questions to consider:

- What products are currently sold in the Megastore?
- What products are sold across other sports and clubs?
- What products outside of the world of sport could be linked to Manchester United and created?
- What completely unique ideas can you think of?

Once you have thought about these questions write down your answers before deciding on your final product.

2. Creating your product

What is your idea?

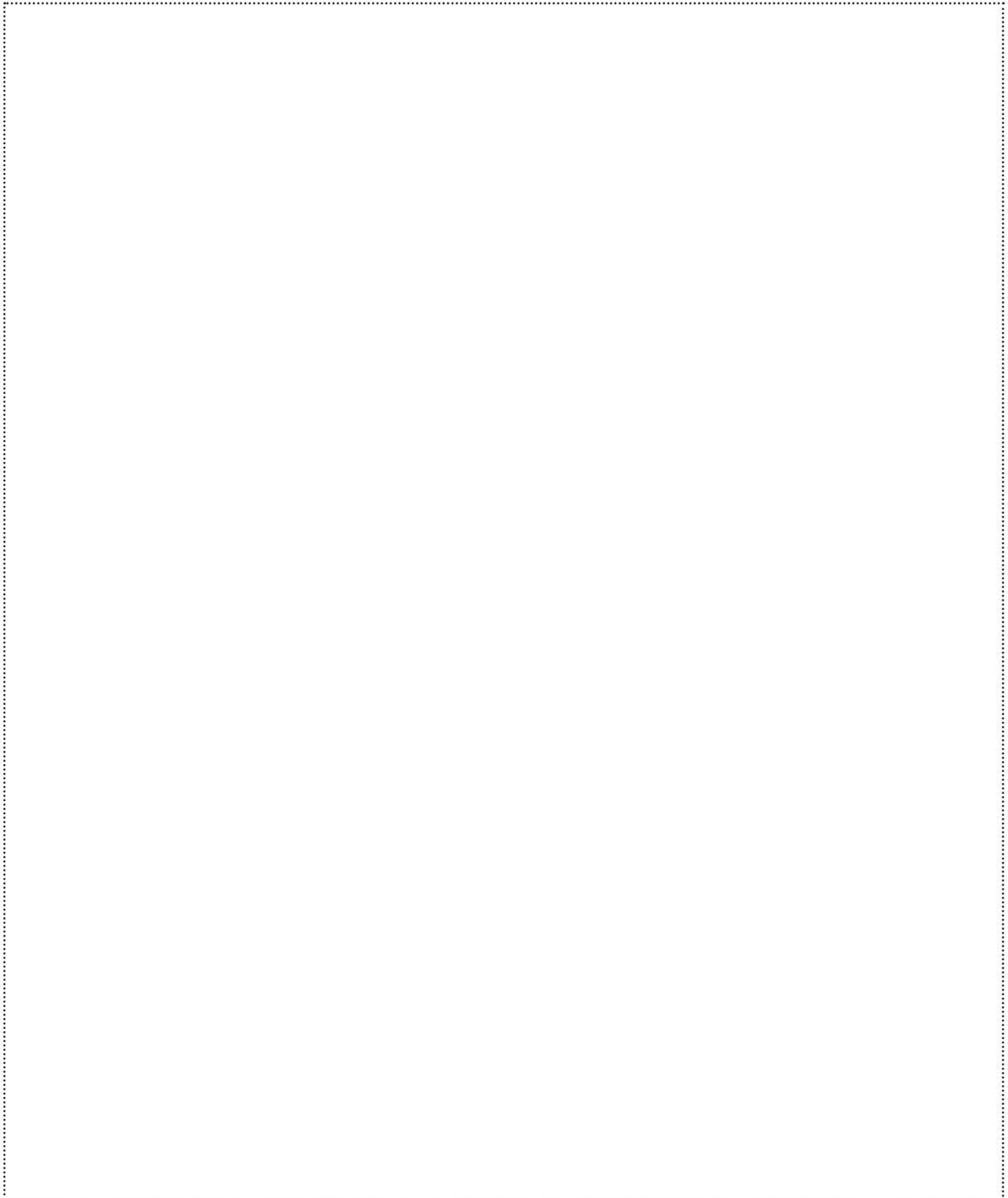
Write a few sentences to describe your idea and answer the following questions:

- How do you use the product?
- What features does it have that makes it a good product?
- What make your product different to other similar products?
- Why should it be sold in the Megastore?
- Why would people want to buy your product?

3. Finances

Now you have created your product you need to look at how much it costs and how much money it will make.

- How much will your product cost to make?
- How much will you sell your product for?
- How many of your product do you think you will sell?
- How much money will you make?



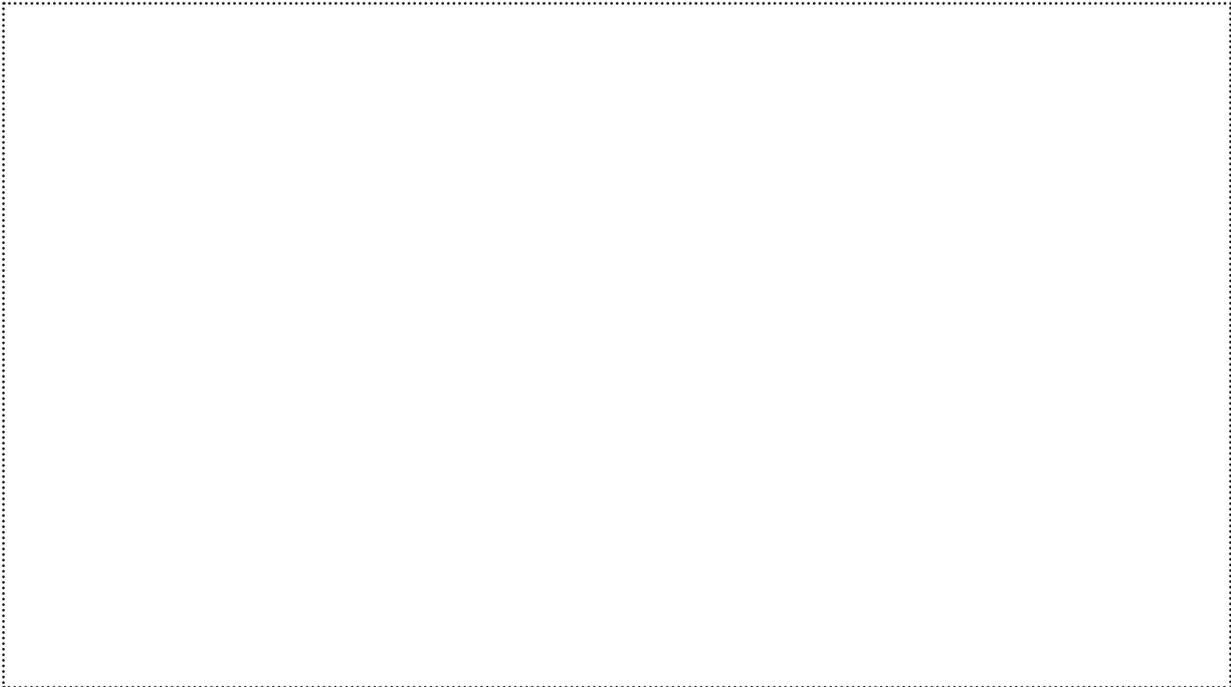
4. Advertising your product

Now you have created your product you need to decide who it is for and how you will advertise it.

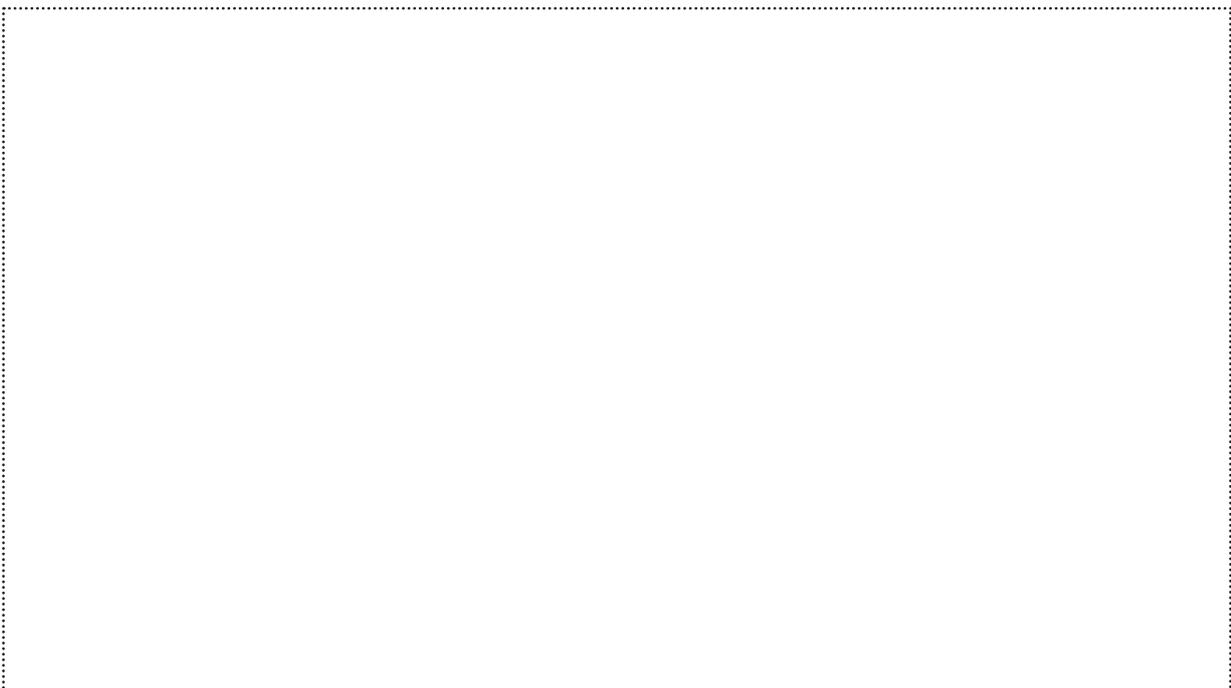
Target audience:

Who is your product aimed at? Who do you want to buy your product?

Why should they want to buy your product?



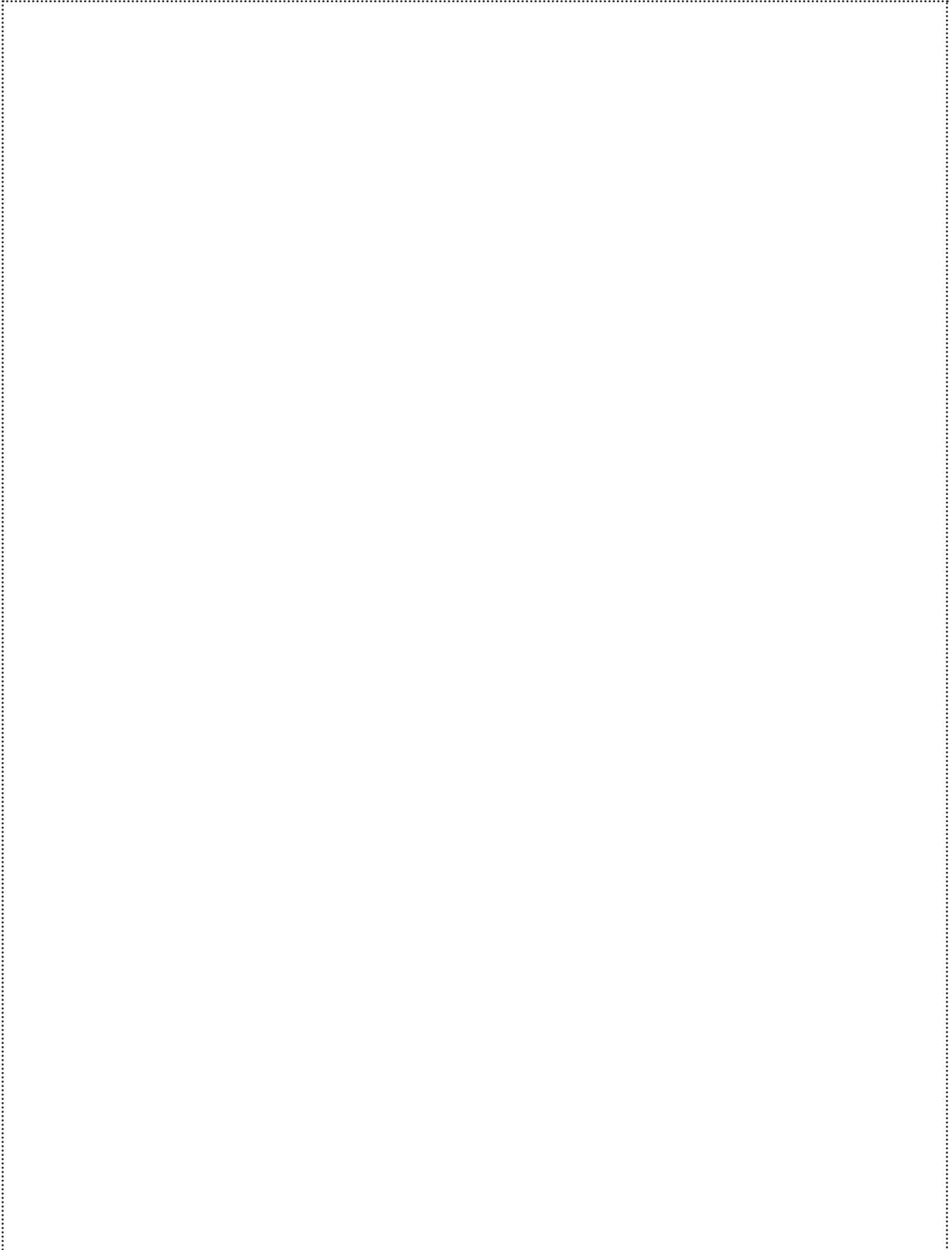
Write down the different ways you could advertise your product. These could include social media, television adverts or flyers.



Design a poster or flyer to advertise your product.

It is important to include:

- A description of your product
- A picture of your product
- Information on where you can buy it from
- How much it costs



5. Launch your product

Now you have everything in place it's time to decide how you will launch your new product.

Write down some ideas below by thinking of the following questions:

- How will you launch your product?
Will you host a launch event?
- When will it be launched?
- How could your target audience affect your launch?
- What will you do to make your launch special?



6. Congratulations!

Well done, you have created and launched a brand new product for the Manchester United Megastore.

The final step is to gather some feedback of your product from your friends and family that you can use as testimonies or to make sure your next product is even more successful!

Feedback:

